



UNIVERSITY OF DAR ES SALAAM

BUSINESS SCHOOL

Entrepreneurship and Business Management Training for Women

Course description

The program aims to develop critical competencies (knowledge, skills, attitudes and habits) for entrepreneurs and in particular, women entrepreneurs to grow an entrepreneurial business.

Course outcomes

At the end of the course, participants should be able to:

- Become more entrepreneurial in identifying and exploiting growth opportunities for their businesses.
- Provide effective leadership and strategic direction for a growing business.
- Develop competitive capabilities in the value chain management and marketing strategies for their businesses.
- Manage the business environment and take its advantage.
- Explore and access financial opportunities for growing enterprises and manage finance effectively.

Course content

- Leadership and Entrepreneurial Strategy
- Human Resources and Organizational Management
- Marketing and Value Chain Management
- Finance for Growth
- Managing the Business Environment

Course duration

The program will run for **five weeks, two days per week (Thursday & Friday) from 1400hrs to 1700hrs**. Mentorship will be provided for one month.

Dates: From 5th September to 4th October 2024

For Registration: <https://dps.udsm.ac.tz/view?course=129>

Program Fee

The program fee is **TZS 1,000,000/=** if the applicant does not get a scholarship.

Applicants who will qualify for scholarship will be sponsored by the Centre for Policy Research and Advocacy (CPRA) and shall pay **50%** of the fee which will be **TZS 500,000/=**.

The fees will cover the cost of materials, facilitation, refreshments, mentoring, coaching and networking events.

For further details please contact

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